**REQUEST FOR PROPOSALS**

**USAID JORDAN LOCAL ENTERPRISE SUPPORT PROJECT (LENS)**

**FILMING AND PRODUCTION OF SHORT VIDEO**

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| **RFP Date of Issuance:** | **June 14, 2017** |
| **Due Date for Questions:** | **June 20, 2017**   * Submission of questions or requests for clarification in writing via email to [**RFP@jordanlens.org**](mailto:RFP@jordanlens.org)by **15:00 Hours local time in Jordan** * Please note that inquiries and answers to inquiries will be shared with all registered Offerors. * Please do not contact any USAID Jordan LENS or NMB employees regarding this RFP. **Contacting individual employees shall be cause for disqualification.** * **NO TELEPHONE INQUIRIES WILL BE ANSWERED.** |
| **Deadline for Proposals:** | **July 6, 2017**  Proposals (including technical proposal and budget) are due by **15:00 Hours local time in Jordan** via email to[**RFP@jordanlens.org**](mailto:RFP@jordanlens.org). Emailed submissions must contain the subject: “RFP Filming and Production of Short Video |
| **Anticipated Start Date:** | **August 15th, 2017** |

# PURPOSE STATEMENT

The purpose of this Request for Proposal (RFP) is to solicit proposals from film and media production companies describing their ability to film and produce a short 3-5-minute video about diving in Aqaba as an exceptional destination to learn diving, or advance key diving skills. This RFP is issued as a public notice to ensure all interested, qualified, and eligible Locally and internationally organizations have a fair opportunity to submit proposals.

The video will highlight the advantages of diving in Aqaba and will showcase its exceptional marine environment. The video will also emphasize on nontraditional touristic activities in addition to the classic offerings of Aqaba. These include cultural and experiential tourism activities through interaction with the local community. In order to make this possible, the Aqaba Diving Association (ADA) will work closely with the offeror to produce the video, compiling dive clips from Aqaba, existing videos and segments in order to build the very best of diving in Jordan. The Offeror is expected to visit other destinations in Jordan in order to further highlight the broader potential of diving as part of a ‘Jordanian tourism package’.

The USAID LENS Project anticipates awarding a fixed price contract for the implementation of this activity with an estimated cost not exceeding JD 10,000 ($14,089.48). Revealing the estimated cost ceiling does not mean Offerors should necessary strive to meet this maximum amount. Offerors must propose costs they believe are realistic and reasonable for the work.

# PROGRAM BACKGROUND

The USAID Jordan Local Enterprise Support Project (USAID LENS) is a five-year project funded by the United States Agency for International Development (USAID), Award No. AID-278-LA-14-00001, to encourage the long-term economic growth and development potential of underserved Jordanian communities. The project helps empower local communities to design and implement collaborative local economic development (LED) initiatives and supports the vitality and competitiveness of micro and small enterprises (MSEs) that are often at the heart of individual, family and community livelihood within vulnerable populations.

This video will be the major marketing tool to promote the diving in Aqaba – Jordan as well as internationally and to promote Jordan as both a diving destination.

# SCOPE OF WORK/TASKS/ACTIVITIES

The Contractor will be responsible for the following tasks:

1. **Storyboard and script writing:**

The Contractor will work closely with USAID LENS and the ADA Instructors to develop a storyboard for the video before filming. USAID LENS will provide the Contractor with the main messages and the topics that must be emphasized in the video in addition to filming locations. Upon Contracting, the offeror will create a storyboard that will incorporate all the required messages.

USAID LENS with the cooperation of the ADA must give final approval on the storyboard before filming commences.

1. **Topics:**

The Contractor will be using the existing footage taken by the diving industry (subject to approval) and other relevant, permitting organizations or individuals in Jordan in order to make best use of all available footage. This footage will be collected by and through the USAID LENS Project and will only be used upon approval of the license.

The video should cover the following topics (voice over/ footage):

* Diving in Aqaba, including the marine life.
* Highlighting Aqaba as a reginal destination to experience diving, learn and receive certification by internationally qualified dive masters and within a safe environment.
* A tourism experience that promotes other types of tourism like cultural and interaction with the local community.
* Wadi Rum and Petra as complementary tourism activities, and/or canyoneering or hiking experiences to highlight other opportunities.

1. **Filming**

The Contractor must handle all filming and provide a filming crew and high quality HD film equipment to be used underwater. Upon award of the contract and after finalization of the storyboard, the Contractor must also provide USAID LENS with a proposed filming schedule that details the required number of days of filming, the equipment, specific locations and the names of the filming crew that will be present for each day of filming.

The Contractor must put forth in their proposal the names and CVs of the crew that will work on the filming and production of this video and provide evidence of their past work. In addition, the Contractor must specify the type of camera and equipment that they will used during shooting.

The Contractor and relevant Crew must possess the necessary diving qualifications in advance of filming in line with local laws and regulations.

1. **Editing and Post Production**

The contractor will edit and produce the film taking into consideration the following:

* Use of music
* Use of graphics: Where appropriate, the Contractor must utilize graphics on screen such as the title of the video, location or activity in the video.
* Use of animation: If needed, the Contractor must utilize simple animation to illustrate a concept or explanation of a process.
* **Branding**: The Contractor must abide by USAID branding in the production of the video, including showing the USAID logo at the end of the video in addition to showing a disclaimer which will be provided by USAID LENS.
* The film duration is not to exceed 5 minutes

1. **Delivery**

The contractor must deliver the final product in a high-resolution, digital (compressed for internet purposes) and hard copy (DVD) format on or before November 1st,2017

# DELIVERABLES

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| **No.** | **Deliverables** | **Due date** |
| 1 | Delivery of implementation strategy with timeline | 1 week upon signing of award |
| 2 | Submission of draft storyboard | 2 weeks upon signing of award |
| 3 | Submit final storyboard for USAID approval | 3 weeks upon signing of award |
| 4 | Filming on location | 5 weeks upon signing of award |
| 5 | Submission of first draft of video after editing and Post Production | 6 weeks upon signing of award |
| 6 | Submission of final draft of video for USAID approval | 7 weeks upon signing of award |
| 7 | Delivery of final product on DVD and digital format | 8 weeks upon signing of award |

# SUBMISSION INSTRUCTIONS

This section contains general and specific requirements for submitting the technical and cost proposals. Please ensure the following forms are completed and submitted with your proposal:

* **Evidence of Responsibility and Independent Price Determination (Attachment A)**
* **Copy of your legal registration.**

Failure to submit these forms will result in disqualification from consideration.

1. This RFP is open to all qualified, interested firms and organizations registered in Jordan and international firms. The lead staff involved in this activity and those communicating with USAID LENS must be fluent in both English and Arabic. If the Offeror includes a group of firms and/or subcontractors, one lead organization or firm must be clearly identified and is responsible for handling all reporting and coordination with USAID Jordan LENS. The Offeror must also propose a Project Manager that serves as the primary Point of Contact (POC) for USAID LENS.
2. The Offeror is requested to submit a proposal directly responsive to the tasks, terms, and conditions of this RFP. The overall proposal shall consist of two (2) physically separated parts: Technical Proposal and Cost Proposal. Technical Proposals shall not make reference to cost or pricing details.

### Alternative proposals will not be considered. Proposals not conforming to this solicitation may be categorized as unacceptable and eliminated from further consideration.

### Offerors are allowed to submit one proposal. If an Offeror participates in more than one proposal, all proposals involving the Offeror will be rejected.

### Proposals shall be written in English. Cost proposals shall be presented in Jordan Dinar.

### Proposals must remain valid for a minimum of **sixty (60) days**. The Offeror may submit its proposal by the following means:

* Electronically - Internet email with up to two (2) attachments per email compatible with MS WORD, Excel, and Adobe Acrobat in a MS Windows environment to: [RFP@jordanLENS.org](mailto:RFP@jordanLENS.org).

1. The person signing the Offeror’s proposal must have the authority to commit the Offeror to all the provisions of the Offeror’s proposal.
2. The Offeror shall submit its best proposal initially as FHI 360 intends to evaluate proposals and make an award without discussions. However, FHI 360 reserves the right to conduct discussions should FHI 360 deem it necessary.
3. Proposals must be clearly and concisely written and must describe and define the Offeror’s understanding and compliance with the requirements contained in the STATEMENT OF WORK/TASKS/ACTIVITIES. All pages must be sequentially numbered and identified with the name of the Offeror and the RFP number.

**PART A: TECHNICAL PROPOSAL**

The Technical Proposal shall be straightforward and concise describing how the Offeror intends to carry out and satisfy the TASKS/ACTIVITIES described above. No cost or pricing information is to be included in the technical proposal.

*Technical proposals are* ***limited to 15 pages*** *in total,* ***not including:*** *The Organizational Information, CVs of proposed personnel, and portfolio of examples of previous work Annex described in the next paragraph below.* Pages in the Technical Proposal in excess of 15 pages will not be read or evaluated.

Items such as graphs, charts, tables may be used as appropriate but will be considered part of the page limitation. Key personnel resumes, dividers, and past performance report forms are not included in the page limitation. ***Offerors are encouraged to provide an Annex, or “portfolio” of samples demonstrating past experience performing similar activities. This Annex can include copies of photographs, other visual representations, and media/social media clippings. This Annex should not exceed 10 pages.***

The technical proposal shall be formatted using the following sections:

1. **Organizational Information (not part of page limit):**

* Organization’s legal name
* Contact name and position or title
* Organization’s E-mail address, physical address and telephone number
* Evidence of Responsibility and Independent Price Certification Form (includes confirmation that firm is a USAID-designated Geo Code 937 country – meaning Jordan, the US, and other developing countries)-Attachment A

1. **Technical Approach– Narrative not to exceed five (5) pages.**

The Offeror shall demonstrate its understanding, ability and overall approach to performing the requirements described in the Scope of Work/Tasks/Activities. The Offeror shall clearly explain how it proposes to structure, design, manage and execute the work required. The Technical Approach must include a timeline or Gantt chart of the deliverables required to execute this event. In addition, the Offeror must also identify specific vendors for production and post-production services if needed.

1. **Capability Statement -** N**arrative – not to exceed two (2) pages.**

The Offeror shall demonstrate its specialized competence with regards to the requirements of the tasks/activities. The Offeror shall demonstrate it has the necessary organizational systems, vendors, marketing, design, and personnel to successfully comply with the contract requirements and accomplish the deliverables. Do not reference past performance examples. Instead provide an overview of the firm’s experience in similar work.

1. **Past Performance – Narrative not to exceed five (5) pages.**

The Offeror shall provide at least three (3) examples of past performance of organizing similar production in Jordan or the region as being requested in this RFP. The past performance examples must be within the last three (3) years and shall be similar in terms of the scale, design, and marketing aspects. The Offeror must provide references for each example, including the name, title, phone number and email address of the reference so we may can contact.

1. **Personnel/Staffing – A narrative not to exceed three (3) pages.**

A summary describing the proposed staff for project including up to three team leaders. The summary shall include names, relevant qualifications of similar experience and the proposed role for each individual. A Project Manager must be identified with a minimum of five years’ experience in film production. The Offeror must also include the CVs of key staff members involved in the Project, including the Project Manager and up to 3 Team Leaders. Each CV should not exceed three (3) pages. Note: Again, CVs do not count towards the 15-page proposal limitation.

***ANNEX: Offerors are encouraged to send a DVD compilation of samples of previous similar work. Alternatively, they may also send a write-up of links to previous work that is available on their Youtube or equivalent media channel with a brief description of each video and when/where it was filmed. Please do not to exceed 5 pages.***

**PART B: COST PROPOSAL**

The Offeror shall propose realistic and reasonable costs for this work in accordance with the Offeror’s technical approach. The Offeror shall provide a complete budget based on cost elements described below using (***Attachment B) - Budget Template***.

The detailed cost proposal for **implementing the work shall be broken down by task area** and includes the following:

* 1. Proposed unloaded staff, rates, number of days needed to accomplish the work.
  2. Fringe rates for which the organization or firm has an established, written policy.
  3. Costs of local travel, detailed with # of trips, estimated mileage.
  4. If per diem is budgeted, it shall be based on the organization’s internal written policy and in compliance with USAID and USG Per Diem policy.
  5. Cost of supplies and other direct costs not captured above.
  6. Costs of management and set up
  7. Vendors and costs for equipment and supplies
  8. **No Indirect Cost will be accepted**

A concise description and justifications for each line item must be included in the Budget Narrative (Attachment C)

**Please note that no international travel will be funded through this award so all Offerors must propose staff based in Jordan.**

The budget narrative shall be presented in such a way to succinctly and sufficiently explain each cost from the proposed budget so FHI 360 may review the proposed budget for reasonableness, allocability and allowability. (***Please use Attachment C – Budget Narrative Template.)***

Biodata forms (use Attachment D) must be completed for proposed personnel.

All projected costs must be in accordance with the organization’s standard practices and policies.

Offers including budget information determined to be unreasonable, incomplete, unnecessary for the completion of the proposed project or based on a methodology that is not adequately supported, may be deemed unacceptable.

Additional Guidelines:

1. Cost proposals shall be presented in Jordan Dinar.
2. Offer must indicate the inclusion/exclusion of any applicable taxes such as VAT.
3. Staff rates should be based on hourly or daily rates
4. Other Direct Costs – Itemize and provide complete details of other direct costs, including unit prices that may be incurred as aligned to the categories noted above.

# EVALUATION CRITERIA

This solicitation is open to Jordanian firms and international firms registered in Jordan specializing in film production. Proposed key staff, including the Project Manager, must be fluent in English and Arabic. The selected Contractor will be responsible for designing and executing all activities outlined in this Request for Proposal in cooperation with USAID Jordan LENS.

Proposals will be evaluated based on a Trade-Off Methodology assessing non-cost and cost factors. In order for proposals to be evaluated for technical merit, proposals must meet the mandatory requirements as follows:

* Be legally registered to do business; Offeror must provide a copy of registration document
* Submitted the Evidence of Responsibility and Independent Price Determination
* Nationality of Offeror meets USAID Geographical Code 937 requirement.
* Technical proposal is within the page limit established

Proposals meeting the mandatory requirements will be then evaluated for technical merit based on criteria in the below chart. Those proposals scoring 65 points or higher (out of 80 points) will be considered for cost effectiveness.

The Cost Evaluation, worth 20 points, will include a cost comparison to other offerors, cost reasonableness (noting that low offers may be deemed unrealistic or unreasonable to accomplish the intended results of this RFP), and sufficient explanation of budget items and notes.

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| **Section** | **Description** | **Max Points** |
| **Technical Approach** | * Proposed structure and narrative of video taking into consideration the time limit, the main objectives. The Offeror must propose different creative approaches and options. * Suggested approach to filming * List of main filming equipment that will be used, with their specifications * Identify specific vendors for production and post-production services that the Offeror may use for the purpose of this film, including voiceovers, animation and music. * Timeline or Gantt chart of the activities required to execute the event | **20** |
| **Capability Statement** | * Demonstration of the necessary organizational systems, vendors, marketing, design, and personnel to successfully comply with the contract requirements and accomplish the expected results. | **20** |
| **Past**  **Performance** | * Inclusion of at least 3 relevant past performance examples of similar events in Jordan or the region. * References provided by past clients for these examples and their evaluation of the Offeror’s ability to deliver on time and within quality and budget expectations. | **30** |
| **Personnel/**  **Staffing** | * Qualifications and past relevant experience of the Project Manager and up to 3 team leaders proposed to perform the requirements of this scope of work. | **10** |
| **Technical Evaluation Threshold** | ***Only offers that receive a technical evaluation score above 65 points (out of 80) will be considered for cost evaluation.*** | **80** |
| **Cost Evaluation** | * Details and clarity of the actual costs proposed. (5 points) * Comparison of the Offeror’s cost to other Offerors for Cost Evaluation. (5 points) * Cost Realism to consider whether the proposed costs and human and other resources are sufficient to effectively carry out the stated tasks. (10 points) * Please use the attached Cost Template to prepare the budget. | **20** |
| **Total Points** |  | **100** |

**COMPETITIVE RANGE** – If FHI 360 determines that discussions are necessary, FHI 360 may establish a Competitive Range composed of only the most highly rated proposals. FHI 360 may exclude an offer from the competitive range if it is so deficient that it does not meet the requirements of this RFP, and/or if the price is so unreasonable that the Offeror would not be able to complete the work for that price. FHI 360 may exclude an offer that would require extensive discussions, a complete re-write, or major revisions such as to allow an Offeror unfair advantage over those more competitive offers.

**Oral presentations:**

Following the technical and cost evaluation, the selection committee reserves the right to require shortlisted applicants to present key parts of their submitted applications to the committee. Based on those presentations, the selection committee will make the final decision.

The Offer that scores the highest will be determined the most responsive to the RFP and the project needs.

FHI 360 reserves the right to award one or more contracts under this RFP on the basis of initial offers without discussions or without establishing a competitive range.

***NOTE:*** *FHI 360 will not compensate the company for its presentation of response to this RFP nor is the issuing of this RFP a guarantee that FHI 360 will award a contract.*

# GENERAL TERMS AND CONDITIONS

1. Any proposal received in response to this solicitation will be reviewed **strictly** as submitted and in accordance with Section VI, Evaluation Criteria.
2. EXECUTIVE ORDER 13224 ON TERRORIST FINANCING

Offerors are informed that FHI 360 complies with U.S. Sanctions and Embargo Laws and Regulations including Executive Order 13224 on Terrorist Financing, which effectively prohibit transactions with persons or entities that commit, threaten to commit or support terrorism. Any person or entity that participates in this bidding process, either as a prime or sub to the prime, must certify as part of the bid that he or it is not on the U.S. Department of Treasury Office of Foreign Assets Control (OFAC) Specially Designated Nationals (SDN) List and is eligible to participate. FHI 360 shall disqualify any bid received from a person or entity that is found to be on the List or otherwise ineligible.

Firms or individuals that are included on the Excluded Parties List System ([www.epls.gov](http://www.epls.gov/)) shall not be eligible for financing and shall not be used to provide any commodities or services contemplated by this RFP.

1. CONTRACT MECHANISM

FHI 360 anticipates to award a fixed price contract to the Offeror whose proposal will be evaluated based on the evaluation criteria described previously.

1. WITHDRAWALS OF PROPOSALS

Offerors may withdraw proposals by written notice via email received at any time before award. Proposals may be withdrawn in person by an Offeror or his/her authorized representative if the representative’s identity is made known and if the representative signs a receipt for the proposal before award.

1. RIGHT TO SELECT/REJECT

FHI 360 reserves the right to select and negotiate with those firms it determines, in its sole discretion, to be qualified for competitive proposals and to terminate negotiations without incurring any liability. FHI 360 also reserves the right to reject any or all proposals received without explanation.

1. DISCLAIMER

This RFP represents only a definition of requirements. It is merely an invitation for submission of proposals and does not legally obligate FHI 360 to accept any of the submitted proposals in whole or in part, nor is FHI 360 obligated to select the lowest priced proposal. FHI 360 reserves the right to negotiate with any or all firms, but with respect to price, costs and/or scope of services. FHI 360 has no contractual obligations with any firms based upon issuance of this RFP. It is not an offer to contract. Only the execution of a written contract shall obligate FHI 360 in accordance with the terms and conditions contained in such contract.

1. REQUEST FOR PROPOSAL FIRM GUARANTEE

All information submitted in connection with this RFP will be valid for 60 (sixty) days from the RFP due date. This includes, but is not limited to, cost, pricing, terms and conditions, service levels, and all other information. If your firm is awarded the contract, all information in the RFP and negotiation process is contractually binding.

1. OFFER VERIFICATION

FHI 360 may contact Offerors to confirm contact person, address, bid amount and that the bid was submitted for this solicitation.

1. FALSE STATEMENTS IN OFFER

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

1. CONFLICT OF INTEREST

Offerors must provide disclosure of any past, present or future relationships with any parties associated with the issuance, review or management of this solicitation and anticipated award in or outside of Jordan. Failure to provide full and open disclosure may result in FHI 360 having to reevaluate selection of a potential Offeror.

1. RESERVED RIGHTS

All RFP responses become the property of FHI 360, and FHI 360 reserves the right in its sole discretion to:

* To disqualify any offer based on offeror failure to follow solicitation instructions.
* FHI 360 reserves the right to waive any deviations by Offerors from the requirements of this solicitation that in FHI 360’s opinion is considered not to be material defects requiring rejection or disqualification, or where such a waiver will promote increased competition.
* Extend the time for submission of all RFP responses after notification to all Offerors.
* Terminate or modify the RFP process at any time and reissue the RFP to whomever FHI 360 deems appropriate.
* FHI 360 reserves the right to issue an award based on the initial evaluation of offerors without discussion.
* FHI 360 reserves the right to award only part of the activities in the solicitation or issue multiple awards based on solicitation activities.
* FHI 360 will not compensate offerors for preparation of their response to this RFP.
* Issuing this RFP is not a guarantee that FHI 360 will award a subcontract.
* FHI 360 may choose to award a subcontract to more than one offeror for specific parts of the activities in the RFP.

# ATTACHMENTS

* Attachment A: Evidence of Responsibility and Independent Price Determination Form
* Attachment B: Budget Template
* Attachment C: Budget Narrative Template
* Attachment D: Biodata Form

**[END OF RFP]**